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ABSTRACT

In September 1988, the Public Library/Trustees Section of the Kansas Library Association, with the support of the School of Library and Information Management at Emporia State University and the Kansas State Library, held a conference on economic vitality. Following a "Review and Preview" by Martha Hale, Dean of the School of Library and Information Management, three of the major speeches are presented in this collection. In the first paper, "Libraries and Economic Development: Reality and Potential," Kansas State Librarian Duane Johnson articulates the Kansas Economic Development Information Network, a vision for the future. In the second paper, "Economic Development in a Small Rural Community," Mary Alice Harvey recounts her experiences as Director of the Grand Marais Public Library, Minnesota, making many of those present aware of economic development activities that can be a part of daily operations in a small town library in a rural area. In the third paper, "Libraries Mean Business," Sarah Long, Director of the Library Association of Portland, Oregon, describes major projects that demonstrate one public library's success at playing a role in local economic development in an urban setting. Also included is a 22-item annotated bibliography compiled by Margaret Anderson, Director of the Fort Scott (Kansas) Public Library, that describes resources useful to public librarians interested in economic development in local communities. (SD)

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ECONOMIC VITALITY: CHALLENGE AND OPPORTUNITY

KANSAS LIBRARY ASSOCIATION
PUBLIC LIBRARY SECTION

Fall Conference

September 28-29, 1988
Selected Readings

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

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Thank you.

ECONOMIC VITALITY: CHALLENGE AND OPPORTUNITY

REVIEW AND PREVIEW

Martha L. Hale, Dean
School of Library and Information Management
Emporia State University

SELECTED READINGS

"Libraries and Economic Development: Reality and Potential"
Duane Johnson, State Librarian
Topeka, Kansas

"Economic Development in a Small Rural Community"
Mary Alice Harvey, Director
Grand Marais Public Library
Grand Marais, Minnesota

"Libraries Mean Business"
Sarah Ann Long, Director
Library Association of Portland
Multnomah County Library
Portland, Oregon

BIBLIOGRAPHY

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Graduate Assistant, Emporia State University

REVIEW & PREVIEW

Martha L. Hale, Dean
School of Library and Information Management
Emporia State University

In September, 1988, the Public Library/Trustee Section of the Kansas Library Association, with support from the School of Library and Information Management at Emporia State University and the Kansas State Library, held a conference in Hutchinson, Kansas, on "ECONOMIC VITALITY: CHALLENGE AND OPPORTUNITY." The papers presented here represent three of the major speeches. Also included is a bibiliography of readings and activities by Margaret Anderson, Director of the Fort Scott Kansas Public Library, compiled to illustrate activities of librarians throughout the country related to local economic development.

The Kansas State librarian, Duane Johnson, spoke on "Libraries & Economic Development: Reality & Potential." Johnson articulated an exciting yet very practical vision, the Kansas Economic Development Information Network. With his guidance and help from administrators, reference librarians or catalogers, educators, The Kansas Library Network Board, lobbyists, KLA members, and committee members, we can make this happen...and we will.

The experiences of Mary Alice, a librarian from the small town of Grand Marais, Minnesota, made many of those present aware of economic development activities that can be a part of daily operations in the rural areas that make up much of Kansas. The third paper, "Librarian's Mean Business" by Sarah Long, Director of the Library Association of Portland, Oregon, describes major projects that demonstrate one public library's success at playing

a role in local economic development in an urban setting.

The conference program also included speakers from a variety of backgrounds in economic development and librarianship including: Randy Tosh, Kansas Department of Commerce, "Images of Kansas"; Dale Stinson, immediate past president of Kansas Industrial Development Association and currently Director of Economic Center, Hutchinson Chamber of Commerce, "Local Economic Development Organization and Policy"; and Senator Dave Kerr, Vice-Chairman, Senate Committee on Economic Development, "Legislative Perspectives." A panel presentation, "Specialist Perspectives: The Library in the Community," included representatives of various commercial businesses and agencies who discussed their programs and ties to libraries, and was moderated by Barbara Dew, President of the Kansas Library Association and Director of the Ottawa Kansas Public Library. These representatives were Bill Eberle, Asst. Director of Extension for Community Development, Kansas State University; Richard French, Manager, Quest Center for Entrepreneurs; Hutchinson, Kansas; Karl Gaston, Editor & Publisher of The Ellsworth Reporter, Ellsworth, Kansas; Clark Jacobs, Business Industry Coordinator, Hutchinson Community College; Linda Chubbuck Johnson, Entreprenuer, Concordia, Kansas; Jerry Lonergan, Research Manager, Kansas Inc.; Stephen Waite, President, National Bank of El Dorado, Kansas; and Tony Augusto, Director, Office of Minority Business, Existing Industry Development, Kansas Division, Department of Commerce, Topeka, Kansas. Donald B. Reynolds, Jr., Assistant Administrator, Central Kansas Library System, asked and answered

the question, "What Does This Have To Say To Librarians?"

The keynote speaker's paper is not reproduced here but is available on video tape (VHS) from Emporia State University, School of Library and Information Management. Dr. Tony Redwood, Executive Director, Institute for Public Policy and Business Research and Professor of Business, University of Kansas, presented an "Overview of the Kansas Situation." His ideas influenced the following remarks that were both a review at the end of the conference and a challenge for the future.

Perhaps as a result of reading the papers in this booklet, we will come closer to an understanding of the potential role public librarians and trustees can play in the economic conditions of Kansas. Perhaps we have begun to understand from Dr. Redwood that, like other areas of the United States, the foundation of the Kansas economy has eroded. The solution is not to be found in radical industrial change but rather in an evolution from where we have been to an expanded definition of our products, a reshaping of our uses of technology and a reassessment of our markets. At the conference, we were reminded that such shifts can and must come from local efforts. The call for information (our product) as a necessary component in the development process was repeated in panel discussions and speeches.

During the conference, I realized that the changes the speakers articulated as necessary for economic development in Kansas are also necessary for us if librarians are to be a part of the solution. We, too, must acknowledge that our stable product (the best books) is not the only product needed by the

residents of our service areas. The foundation of our service, like the foundation of the Kansas economy, has eroded. The solution to the continued development of libraries in the U.S., and in Kansas, is not radical change, but evolution from where we have been to an expanded definition of our product, a reshaping of our use of technology and a reassessment of our markets. We must expand our markets from books to include information. We must reshape our use of technology from a tool used for checking out or cataloging our books to a tool that helps us create local information databases. We must expand our market from those who walk in our doors to borrow books by distributing information to existing businesses, entrepreneurs, government agencies and other libraries.

These changes mean a restructuring of our image of ourselves and then the public's image of us. But it is not just the image that must change; more difficult is the challenge of altering what we do on a daily basis.

We need to use a new lens, a new way of viewing what we do. This may include a value shift. We may have to give something up. We must strengthen our committment to assertively (not reactively) anticipate needs. We cannot not only wait for the people who know our value to come and use our resources; Dr. Redwood said we can't afford to be reactive. We must view our job as finding answers to unanswered questions, not simply providing bibliographies. We must view our product (information) as important enough to need to be in the center of community projects. We must make a

committtment to community leadership. Seeing the process of economic development from the inside means being away from the librarian's desk. We must make new choices.

We also need to accept a new set of roles that evolves out of our traditional activities. Librarians can no longer be merely the keepers of the books. We must evolve into roles as educators, resources, and catalysts. In our education role, it is no longer sufficient to teach people how to use the library; we must educate the community. We can actively teach citizens what economic development is and what each of us can do to change the image we have of ourselves as Kansans. We must promote the excellence of our towns and celebrate the quality of life in those towns. Let's join the Chamber in telling others and ourselves about our town, county, and state. An increase in our pride can lead to national opportunites.

We must use the material in the libraries to educate community residents toward greater world knowledge so that local people can take advantage of international market opportunities. Librarians can become community educators, even customizing education to the small business leaders who don't come into the library. We can educate those who need to know about marketing, financial opportunites, grant opportunities and statistics, government agencies, networking, and even fax machines. We have the books on our shelves or have access to them through interlibrary loan. We can turn the printed word into oral information by sponsoring workshops on these topics and bringing experts to town or identifying local expertise. Notice in Mrs. Harvey's speech that she didn't get books on dog sleds for the

local inventor, but books on anatomy and physiology, aerodynamics and plastics!

Librarians have another role. We are a resource. Libraries are not warehouses if the librarian shares the content rather than the containers. We can create databases of local information. If we don't know how to do this, we can learn with the help of the regional systems or the graduate school at Emporia. It is our responsibility to put information from our collections in a form usable to the people we serve. For years we have accepted the role of finding the right book for each reader. Repackaging the information is a variation on that old theme. Access to information is only the first step toward utilization. Duane Johnson calls for a re-direction of resources and energies.

Our third role is that of a link or a catalyst. By asking Stinson and other speakers to share their expertise at this conference, they learned more about libraries. At the conference, librarians met men and women from a wide variety of agencies and corporations, people we can now introduce to local leaders.

But, it is easy for me to suggest what librarians working in public libraries can do. Let me tell you what we as a graduate school in library science will do.

The School of Library and Information Management committment/promise is that we will provide you the opportunities for continuing education. Furthermore, new graduates will have the knowledge and willingness to:

(1) know how to find out about all parts of your community so that librarians can become resources;

(2) understand how to operate in the economic and political realities of Kansas;

(3) repackage resources for customer needs and design local databases;

(4) exhibit flexibility of attitudes plus an understanding of the basics that can be turned into expertise;

(5) develop interpersonal communication skills, to market, to brainstorm, to conduct interviews, and to follow-up.

SLIM promises a full committment to cooperate in KANSAS-EDIN and to give consulting support, to continue discussions with you and to deliver services to you just as you'll have to deliver to Kansas citizens.

Duane Johnson said, "Kansas libraries are confronted by a challenging opportunity." That means us. What are we each, in our important piece of the world, going to do? What have we done since the conference to begin to contribute to the economic development of Kansas?

LIBRARIES AND ECONOMIC DEVELOPMENT: REALITY AND POTENTIAL

Duane Johnson, State Librarian
Topeka, Kansas

The conference program tells you that this speech is about realities and potential with regard to library support for economic development. I will use some true statements of hard reality and grand potential to set a framework for what I have to say, but I'll give you the essence of this message early by telling you that what I hope to express to you with clarity and in an upbeat and positive manner, is that Kansas libraries are confronted with an interesting and challenging opportunity and that we have the capability for an effective and strong response. If it would excite you to see your library assist in the creation of new jobs in the local work force, or contribute in a tangible way to the improvement of the economic health of your home community, then this is an opportunity worth getting excited about.

We, meaning all of you and other Kansas librarians and library trustees and I, who carry responsibility for library service policy, have the opportunity, and the capability, to help you serve your community in a significantly improved way. If we are to take advantage of this opportunity, it will require some specialization in some of our information materials purchasing and in our information services. It will require some minor reorientation of some of our reference and research service techniques and it will require a new line of emphasis in our networking relationships. It will require more assertive community involvement on the part of librarians, with assistance from library trustees. All of these actions are within our capability to undertake. It behoves us to get these actions under way because the benefits to the people in your community can be very worthwhile. An additional incentive, though it

is not needed, for us to take a new look at our services to commerce, industry and agri-business is that library efforts for community development will ultimately yield the resources for further library development. This effort and the resulting positive effects would be another instance of a library service and community win win situation.

The opportunity occurs because, as Dr. Redwood has identified to you, a renewed public and governmental focus on economic development is under way. This is happening at a time when improvements in information technology and information sources make it possible for libraries to provide more highly effective information assistance in support of the economic development process. Some of these information services were not available, or possible, as recently as three to five years ago. They are available to us now and we have the professional responsibility to use them aggressively for the benefit of your community.

The first and fundamental reality here is that any economic development process begins with an information gathering phase.

Whether it is a new small business venture, the further development of existing business or agricultural operation, invariably, the developer, investor or inventor, business person or farm operator, must bring together essential information. Information about the mechanics of business start up, acquiring venture capital, product distribution and marketing techniques, the critical process of market analysis with statistics about existing commerce and industry which may indicate unfilled markets and as yet unmet service needs. The developer may need technical information for product refinement published by academic research centers or governmental research programs, all of which is likely to be in the public domain and available to the well prepared, alert library network to acquire and deliver to the information user. Developers need access to government regulatory and tax

information from well organized sources which help them locate the useful information without wasting time wading through the vast amount of non-relevant information. Operators in existing business and agriculture need the ideas from newly published magazines, journal literature and books which, without the help of an alert library staff, they may never have the opportunity to read and use for innovation in the work in which they have invested a personal fortune and part of a life time. Unemployed individuals need information about vocational training and job opportunities. Information within the capability of the library to supply could guide a producer or manufacturer toward product diversification and innovation.

These reference, research and information delivery activities are important ingredients in community development. These actions, personalized by the efforts of the local library staff to the needs of each community, and in the mosaic of library service areas which cover this state, can be a powerful force in the dynamic of economic development for Kansas. To give this information process a slightly different perspective than that of the library's, recognize that there are many wide-spread, specialized research and information publishers which have only limited capability to get their information to the end user. It is not unusual for research information of practical value to be obscured and undiscovered in the publishing and information distribution process. The effective library is a facilitator, helping to bring together the developer/innovator and the researcher/discoverer.

The information gathering phase is likely to be a frustration for the developer because the specific useful information sources are difficult to identify. The sources which are identified are frequently difficult to locate and expensive to acquire for what may be a temporary use. The business person, farmer and developer has no interest in dealing with what we know to be the challenges or problems of information service. They shouldn't have to. That's our job.

Your Library's information services will never provide all the answers in initial development research, but there is an essential support here for your library to give. Especially at this early point in a development venture, the need for timely, accurate information is critical. When business people in your community are aware that the library can acquire appropriate special or technical information, the library staff will be asked to become a part of the economic development process by providing this support. A few of you recognize this process as already being a fairly routine activity in your library. We have not been unconscious or insensitive in this regard. But as an encouraged pattern of service for merchants, business persons, new developers, farmers and other operators in agri-business, for officials and staff in local and state government, and as a coordinated service made effective by the sharing of responsibility and resources by a network of libraries, we have the opportunity to do more. In fact, we could become conspicuous as a source of positive support and indispensable as information providers in the economic development process. There is a strong role here for your library to play. Somewhat in competition with the library in this regard, some information users are developing their own skills in using information and communications technology.

This is an inevitable, positive trend which should be encouraged. We have all heard the predictions that libraries and librarians are on the fast train to obsolescenceville. In fact, the prediction is true about the library and librarian who does not learn to exploit the new information technology. But Kansas libraries are investing the time, effort, expense and endless training frustration to bring this technology under the benevolent control of the librarian. Rather than any phenomenon of competition, service patterns are showing that the sophisticated information user is placing increased demand on the information power of the local library. The library and the librarian are a resource of increasing value in this information society. The train to obsolescenceville is carrying the soothsayers in the information industry

who, regarding the durable, always rejuvenating library, haven't known what they are talking about.

Another reality is that libraries are typically aggressive and creative in extending services to young readers and disadvantaged groups of users, but we are not typically aggressive in extending service to the business and agricultural groups of users.

We are creative in programing for emphasis on the fine arts, but we are less creative in extending service to the business community. We can point to some notable exceptions. The business collections at the Wichita and Topeka Public Libraries are strong. The on-line research services at Johnson County Public Library and the State Library are very active and effective. The rural community support service from the Central Kansas Library System has been recognized as exceptional. But these exceptions and others which I have not called attention to, do not demonstrate a consistent local library capability and they do not constitute a state-wide pattern of outstanding service. It is through a state-wide network of service with the efficient sharing of specialized information resources that the economic development support will become outstanding.

Of greater significance, these good services are not typically proactive in service extension. Our services for young readers and for the blind and physically handicapped are proactive. Many of you maintain variety, color and thoughtful imagination in cultural programs promoting art, film, theater and literary information which are proactive. However, the more typical library service to business is to try to keep an up-to-date business book and document collection and then wait for the business person or the developer to come to the library. Think what Kansas libraries could do to support community and agriculture development if we concentrated on this area of information service at the same level of imagination and

commitment with which we exert to extend service to young readers or the the blind.

A related reality is that in the organization of library service, some libraries tend to accept the characteristic that a majority of business people, for their own reasons, are not frequent users of the library for business and vocational purposes. Consequently, we may not invest as much effort and imagination in promoting the library to this group of users and in helping them to be aware of the specialized information services which are available, as we do for others. In this aspect of library service, there is a measure of neglect on our part.

The users and nonusers of library services in business, industry and agriculture deserve more of the focus of our attention in service development and promotion. Accomplishing this will require special effort on our part, but with this effort, we will create a niche for libraries in the economic development process.

Another reality is that to respond effectively to this community development process, and opportunity, we will have to become acquainted and involved with the business community to a greater extent than we ever have before. We need to study the business and economic development action in the community and look for clues to identify special information needs. This is the best way to begin to organize an effective information service capability.

See the process from the inside. Here is where the clues to worthwhile service response are to be found. This is also an effective position from which to let the business community non-user know that the local library is interested, willing and capable of providing and effective information support.

A discouraging reality in economic development is that in spite of patient and

meticulous work, progress is slow and sometimes unidentifiable. Dramatic achievements are infrequent and very difficult to come by. Most progress is measured in the continuation of healthy and slow development of existing enterprise. It is in existing enterprise that there is the most potential for development.

The extent of accomplishment is often ambiguous and difficult to measure. For the library's part, it will not be often that the library board will know that the library staff has been effective because a project assisted by library information service was successfully established and brought in ten or 100 new jobs to the work force of the community. But this ambiguity should not discourage our commitment to this effort. Quantifying the full value and achievements of library service has never been easy for us.

The potential for library support for the economic development process is great, possibly even dramatic. This is not hyperbole. The potential is there because most of our libraries, including smaller libraries, have achieved the capability for a relatively high level of information access, transfer and exchange. Most use and contribute to the interlibrary loan network. Virtually all use the telephone to request and deliver information. Many use the telephone to communicate with a distant mainframe or microcomputer. Many are using the equipment and methods of new information technology with the equipment and mass stored data located entirely within the library. An increasing number of libraries are being equipped with telefacsimile equipment and are participating in the fax network for the immediate delivery of print documents. Library capability in these activities is significant now and the capabilities will advance rapidly. One of the strongest current contributions of the regional library systems is that these organizations are providing encouragement and assistance to small libraries to help them begin to use new information technology. You are aware that through the library association's

legislative program we are working together now to bring in additional resources to make more these advances possible.

The objective of these service advancements is the improvement of your library's capability to deliver useful information to all users. It should be unthinkable that we would not exert to help you use part of this capability for the development of your community. Slowly, and progressively, you are equipping your library with tools which support economic development. It's time that we put the tools to work.

With appropriate planning and management, we could put these tools together to give our libraries, to give your library, a special capability to address the opportunity which confronts us. We can do this without placing unfair demands on any single resource library. We could organize a special service information network, the objective of which would be the organization of access to all forms of information which assist local, regional and state-wide development, combined with the capability for effective location and delivery of this information at the request of any library assisting a development effort.

A network of this kind in its most limited form would be each local library staff using whatever limited information resources the library has at hand, or to which it has effective access, combined with the capability to call the State Library Reference Services Division to ask for information useful to specific local development projects which are in some stage of development. The State Library staff would work to extract pertinent information from state and federal documents, magazines and journals which the State Library owns, and from other state agencies which may have relevant information. The State Library staff would use the interlibrary loan network to request the information other libraries may be able to provide. In addition, the State Library will begin building an economic development information database identifying the extent and location of specialized information. This revised and expanding database will be replicated on floppy disk and made available to libraries participating in the network for use in local reference and

research. All participating libraries will be encouraged to contribute bibliographic information to this database.

This level of support service would have development value, but it would also have obvious limitations. State Library staff cannot respond immediately to all requests. The information sources we have at hand are good, but certainly not comprehensive. We would have no understanding with resource libraries throughout the state about the extent of support which reasonably could be provided. The on-line research capability of the State Library staff is of high quality, but can accommodate only a limited amount of additional work and still be able to respond to other daily service requests. But even this form of a special information support network would have value for local development action.

The potential of this network is greater if we can enlist regional library system reference centers in this effort to assist with research work which would be shared in a fair and organized manner within the network. The potential for meaningful support is greater still, if the largest city libraries, with their reference staffs and additional information resources can be included. It is likely that some extent of assistance will be available from the university libraries. We may find that private and community colleges are willing and able to contribute as well.

I am sketching this network design to you very tentatively because it has not been discussed in concept or possible organizational detail with any of these libraries. Recognizing that all are already pressed hard to meet current service requirements, it may be impossible for some to commit that library's support. We haven't discussed the practical considerations of expense allocation, collection coordination in this broad subject area which should be more tightly defined than that now identified within the Interlibrary Loan Development Program. Many organizational considerations would have to be resolved before a fully functional service information of this kind can be implemented. We take none of these details for granted. We do not take for granted the participation in the network of any resource

library. But clearly, even at a limited level of operation, there is the potential to establish a special service network for the general purpose of community economic development which will be of significant potential value.

In it's least ambitious form, the network would consist of the worthwhile, but limited resources of individual libraries and the State Library, the State Library's on-line research capability and our access to information which may be available through the interlibrary loan network. In its most ambitious form, the network could be a special service alliance of libraries and their information resources which could provide support of remarkable value to the economic development effort. We would focus this support on local community development initiatives. The complete pattern of this support would have state-wide implications.

Each year we are investing more than $650,000 of state and federal grant funds specifically for the purchasing of information materials. This $650,000 figure does not include funding within the grant-in-aid program, some of which is also used for acquisitions. And of course, this is also in addition to local expenditures. Within the $650,000 amount, and without severely sacrificing our objectives for general materials acquisitions to which those funds are committed, we have the potential to see that virtually every specialized title or series which focuses on economic development support is owned and available within the state and available to the network. The State Library has sought funds to buy rather expensive publications identifying specifications and procedure for federal contract procurement. There are a variety of esoteric publications of this kind to which we must have ready access. This is not the material which should fill the shelves in public libraries, but we should see that essential documents of this kind are located somewhere in the network. From the $650,000 acquisitions amount, we should see that community development information is effectively supported. It would be ideal if some measure of support could be shared from resource library collections and from all local library acquisitions, but even if we use acquisitions planning and coordination within the context of the state and federal grant amount, we have the potential to provide

ourselves with the basic materials of economic development support.

Tom Roth, a recent graduate of ESU's School of Library and Information Management, showed me the results of a limited survey which he and several other graduate students had conducted to gain insight into the information use characteristics of individuals in the business community. The results of their survey here in Kansas are generally consistent with another more comprehensive academic study published in 1987, conducted by Chong Han Kim and David Little in the State of Indiana and titled, Public Library Users and Uses: A Market Research Handbook. The bottom line of the analysis is that buiness users want and need speedy delivery of current information. I recognize with you that this observation can be made about most library user groups, but the characteristic is particularly intense with individuals who intend to rely on the information for support of their livelihood. The intensity of this need will be even greater with those who are involved with economic development. From the ESU library school survey it was determined that there is considerable feeling that book information is likely to be out of date because of the length of time it takes to research, write, publish and distribute the book. Business people, though they may be relatively frequent users of the library for other purposes, receive much of their information in trade journals and newsletters which, because they are so specialized, are unusual in a public library. Business people may not call on the library for help in areas of business information because they have the perception that the library cannot deliver current, specialized information. Both of these surveys show that business people do come to the library when they need more general information not immediately at hand, but they are also accustomed to buying their own books for general information and for traded-specific information. Although the studies did not reveal this, I suspect that many business people and agricultural operators do not think of the library for information support because, based on previous poor experience, they have been discouraged from developing the habit of including the library in their personal pattern of information gathering. Past experience may have shown them that the library doesn't have what it takes to

respond to their information needs. Kansas libraries have the potential to change this misperception.

We have the information skills. We have basic information resources and we have funds which can be directed to specialized acquisitions. We have a communications system capable of assisting rapid information request and delivery. We have an experienced network for interlibrary resource sharing and mutual support. We have a governance structure which can coordinate the organization and refinement of a special service network. All of this together constitutes a remarkably strong potential.

What we do not have is active communication into the business and agricultural community. We do not have the presence of an awareness within the organizations responsible for economic development that libraries, working together, have a strength and support capability which extends throughout the state. We do not have the confidence of business and local and state decision makers that libraries can be an effective resource in the economic development effort. Kansas librarians and library boards of trustees have the potential to change these hard realities.

I want to keep this message in an ambitious, but very realistic perspective. Without being negative, let's take away any blue sky dreaming which may appear to be included in the images of potential which I am sketching for you. I will not over sell the potential, but I assert that it is realistic to identify that if we are organized and motivated, there is significant library capacity to support community development. It is hard reality that the extent of effectiveness of library support for economic development has limits. It is also reality that we have a capacity here in our libraries which we have never tapped with real effectiveness. It is hard reality that librarians have limited time to devote to additional community involvement, and too few outside of libraries understand this. But if we are motivated, new effort can be made and we will build on existing community involvements. Some requests for information will be unfilled because the information isn't available or we simply

can't locate it at the time it is needed. Some of our effort, if we invest it, will be unproductive. And, as with economic development in general, progress and achievement will be agonizingly slow. All of these characteristics and more will be limitations on the effort which we might undertake.

But on the other hand, it is absolutely realistic to assert that we can organize and begin this effort and expect to see a slow, ascending pattern of contacts, inquiries, supports delivered, reinforcement of those supports, comments back which indicate small progress, comments back from individuals who hadn't thought before that the library might be the way to acquire information in that area and at that speed and accuracy, and eventually, some significant steps of achievement in which you know that the library provided support. Realistically, we have this potential. This is the modest, low key vision. I am confident in my own mind that our real potential is much greater and, in reality, more beautiful to behold.

The essence of the message of this speech is that Kansas libraries are confronted with an interesting and challenging opportunity. To challenge you and to initiate a response to this opportunity, I propose that we, together, establish the Kansas Economic Development Information Network, KANSAS-EDIN.

KANSAS-EDIN

I suggest that the State Library and the Kansas Library Network Board take the initiative to establish a task force of librarians and other resource persons to draft recommendations for alternative levels of organization of the network, for funding and coordination of information resource acquisition and for allocation of specific service responsibilities within the network and, when the time is appropriate, to plan an aggressive public information campaign to identify this and other special services available from libraries, with the focus on KANSAS-EDIN. There will be access issues to which this task force may also need to offer policy recommendations.

I urge that you, librarians working with your library trustees, undertake new initiatives to communicate with your business community and with representatives of organizations active in agri-business to communicate that the library has a

practical capability for information support and is ready, willing and able to respond. The building of these local communications is the most difficult aspect of this proposed undertaking, but it is necessary and realistic to let your public know that the library has a real and growing potential.

Dr. Redwood stated in the Spring 1986 issue of the Kansas Economic Review, writing about, appropriately enough, the Kansas economy, that "The bottom line is that the state is not well positioned to go forward strongly in the next decade, and repositioning the state economy is the challenge for the state and its communities for the remainder of this decade." The Kansas Economic Development Study which Dr. Redwood and others published also in 1986, identified extensive recommendations, many of which are being used to implement this economic repositioning. All of the KANSAS-EDIN actions which have been suggested to you in this speech constitute a related positioning, or repositioning, of the library community to create the capacity for effective library response to economic development action in this, and the next, decade. I believe the implications of our actions extend much further into the future. The question before you now is, will you help to position your library in an economic development information network which can help your community to go forward strongly in the next decade?

ECONOMIC DEVELOPMENT IN A SMALL RURAL COMMUNITY

Mary Alice Harvey, Director
Grand Marais Public Library
Grand Marais, Minnesota

I will be talking about economic vitality from the viewpoint of a small town librarian serving a rural area. The population of my town is 1 thousand 200 people. Although our county is larger than the state of Rhode Island there are only 4000 people in the whole county. If a patron wants to go to a metropolitan library with a well-developed business collection it is a full day's drive ---one way. This means that the local public library is the major access point for all kinds of information.

Rural areas all over the country are in desparate need of economic revitalization. Both farm and non-farm rural areas represent great pockets of hidden poverty. Those of you who come from rural areas are familiar with the sick feeling you have, the depression you feel, when a business folds, another family moves away, when more "For Sale" signs go up on houses and farms; your community as you know it is threatened,--the tax base which supports your library is shrinking! The good news is that libraries are part of the solution: the general economic health of a community depends on knowledge and the access to information necessary to making good decisions.

Traditionally the libraries have been the poor man's university. This is a role with which most libraries and librarians feel comfortable. Most of us are involved one way or another with literacy and GED tutoring programs. That is a good thing because we want the people being

reached by these programs to continue to come to the library after they have reached their immediate goal. The immigrants of 2 or 3 generations ago, sought the libraries out. Libraries need to be seeking out the new immigrants in order to serve them in the same way.

What I really want to talk about is the role of the library in helping the small business and the individual entrepreneur. Entrepreneurship is far from dead in the United States. Americans don't just hope to get a job with some large company. Any of you who have had the jobs dry up in your community know how many ingenious ways people will think of to support themselves so that they won't have to leave the community they call home. If you become interested and observant about this you will find there are many more self-employed people than you first thought.

First you need to convince yourself that you can do it. Most librarians are unfamiliar with economic development and do not feel comfortable with it. Actually the skill you have in conducting a reference interview and the access you have to information serve the business community just as well as they do a high school student working on a term paper. You are probably already serving the business community even if you aren't aware of it. If you have computers for public use you are sure to have business people making mailing labels and using accounting programs and probably several other applications. If a small business person calls you asking for the address of a

company because a piece of his equipment has broken down, you are definitely providing a service to business. Small libraries will never be able to provide all the answers "in house" because they don't have extensive enough collections, so networking is extremely important. I hope that smaller libraries generally have access to some sort of Interlibrary Loan or information network. Whatever type of network is available to you, learn how get the most out of it. Don't be afraid to ask for the impossible that you think no one will loan. One of my patrons has just completed a biography of Fanny Mendelssohn. Most of the material she needed was old journal articles written in German and collections of letters. We did find out that the two places on this side of the ocean that had some of this material were the library of Congress and the New York City Public Library. Does anyone here want to make a bet about whether she had to pay for travel and motels in order to use this material or whether she could stay in her own cabin in the north woods? In this case the patron made the approaches to the librarians, but it may be that all some people need for success is a really pushy librarian. Don't be afraid to ask just because you think it is impossible. The public library networks are not the only sources of information; find out what other sources are available to you and work at getting access. First look in your own community. What types of business assistance does your agricultural extension office offer to farmers and what to

non-farmers? Ours, for instance, has a state-wide initiative for working with people in the tourist industry. You need to know exactly what they can do so that you can refer people to them and make sure that they know what you can provide so that they will refer their clients to you. Do you have a local and/or a regional development council? Does your Chamber of Commerce work at attracting businesses or supporting the existing ones? Keep alert to places and programs that will help business people you refer to them or can give you information for your patrons. Sometimes you should make the initial contact for your patron so that they won't feel you are just getting rid of them. Recently someone from the Indian Reservation called me to ask for some statistics about the tourist industry for a grant proposal he was writing. I didn't have the right figures for him but I know that the Extension service either had them or could get them from their state office. I suggested this, and then asked him if he had ever used their services before; when he said he had not I asked if he wanted me to call them. He did, so I talked to the Extension Agent and suggested that she call him directly with the statistics. The next day I called the patron to be sure he had gotten everything he needed. He had and sounded very up-beat about the contact. Your state economic development office is a wonderful resource; they not only are able to provide some kinds of information themselves, there are times when your normal library networks are not able to get some kinds of

technical information for you, when they can find a source of it and shake it loose for you. Try to develop a relationship with some person in your state economic development office who will help you when you have exhausted your normal sources of information.

Small libraries are faced with collection development on a minimal budget. There are various lists of small business books for a small library but you need to pick and choose with your community in mind. In my community since the mines and ore shipping depots have closed and our lumber markets are depressed, our county's major industry is tourism. So in our collection we find not only general management books but many specific ones on restuarant management, hotel and motel management and marketing, how to start a bed and breakfast business. Tailor your collection to your specific community. I know of libraries in farm communities who have made a reputation for themselves by having a collection of tractor and equipment repair manuals or knowing which neighboring libraries have them. There are many free or low-cost things you can get: the Small Business Administration has many inexpensive publications, our state economic development office has free material including a really wonderful detailed one on "How to Start a Business in Minnesota"; the business administration department in one of our state colleges has printed a guide to incorporating a small business in Minnesota; it costs $5 and it walks the business person through the procedure step

by step. Find out if someone has done something similiar in Kansas.

You can't, of course, provide this information for someone if they don't ask you for it, so you have to get the word out that business information is available at your own local library. Use your usual sources of publicity: make up some bibliographies, if you have a regular newspaper column mention additions to your business collection. (Even if your business collection is housed on one shelf that sounds more impressive.) Go to meetings of the Chamber of Commerce, go to meetings of your local development council; when they work on a proposal of some sort, volunteer to help and make a public point of the fact that librarians are trained to gather the facts and figures they need. If there is a workshop for or a meeting of small businesspeople show up with an appropriate bibliography or other handout. If some of these groups use the library meeting room, be sure to put displays aimed at them where they will see them. This summer when there was a teleconference for people in the tourist business scheduled in our library meeting room, we had a display featuring books appropriate to their business needs in plain sight when they entered the library. Another thing you can do is make up a list of addresses and phone numbers frequently needed by people in business. Have those available in the reference section and people may get a subliminal message that you are interested in providing information to businesses.

If you think a businesman owns a store on Main St. and comes into your library carrying a briefcase, get that stereotype out of your mind. She may be a young mother who comes with 3 children instead of a briefcase and is interested in providing daycare or selling a product she makes at home. It may be a retired man who wants a way to keep busy and supplement his income. It may be an unrecognized genius who has a reputation as a weirdo, but has a wonderful idea for an invention. This is a good time to say that even if you are extremely careful of your patron's confidentiality, you must be many times more careful when business information is involved. If you sometimes have difficulty finding out in your reference interview what your patron really wants to know, you haven't had a real experience in that line until you have worked with a patron with an idea for something he or she wants to patent. It may take months just to get the real question. Be patient. Treat any question seriously. Always ask if the information you got for them is what they want and/or can you get more for them. Business reference work is like any other reference work. If the main goal of your staff is to give service to people, you will succeed.

What types of business information am I talking about? Well, in my case I am talking about helping small businesses or individual proprietorships. Since 80% of all new jobs come from businesses which employ less than 100 people, this is the most important business public to serve. It is also

the one which can't afford to buy information service for itself. First, they need product development information. This can be as simple as the family who make bird houses and bird feeders for a living, who found the plans they use in books at the library or it may take years and a long series of technical interlibrary loan requests. The prime example of that is the improved dog sled. The young man who devloped this started with books on anatomy and physiology of the dog, went on to aerodymanics and design and ended up doing research on plastic finishes. The problems we had during the course of this illustrate the problems you can have with even an excellent, well-developed interlibrary loan system. The person relaying the ILL request doesn't understand the terminology, the reference librarian receiving the request doesn't understand it; the next person it is sent to doesn't, well, you get inadequate answers or you don't get them. In this case, I had to assure the ILL librarian in our regional reference center that the patron would understand the material he had asked for and to please get on the phone to the librarian in the engineering dept at the University and assure her that he really did need what he had asked for. In a state where the public library ILL system does not connect to the academic libraries, this is the kind of situation where you might have to use the assistance of the small business person in your state economic development office to get the information you needed, or use any personal connections you have to get it.

The end result is a business which supports one family and a librarian who has become a sled dog racing fan.

The second thing business people need from a library are management tools. These are the general books on how to start a business, how to prepare a business plan to show to your banker, accounting and office management books, personnel management, all the things we usually think of as our business collection and services. If you have computers the public can use, don't forget that very small businesses and ones just starting will want to use your computers and you should be sure to have software which they will find useful. The other thing a library can provide particularly for new businesses is a referral service. Know what the sources of management help are in your community.

Marketing is the third place where small businesses need your help. Books on marketing are one source. In our area, because we are so isolated we include books about mail-order marketing. Reference books with information which help a business person to target their marketing are a help. Any reference book with addresses in it will be used by businesspeople for marketing sooner or later. The example of how this works which I have been authorized to use involves a very small publisher. One day about 3 years ago this publisher who had previously published some poetry chapbooks and books of local interest came to me and said,"I have a problem. The national publisher who was going to publish Justine's book, decided at the last minute not to.

She has asked me to publish it." "That's wonderful. This is your problem?" "well, I know I can produce a good book, but I don't know how to market something that deserves a wider audience than I am used to." We sat down to do a little brainstorming on the market she should be targeting; a slightly disguised reference interview in which the librarian was making a few suggestions. It was decided that she should try to market widely throughout Minnesota and the Upper Midwest and selectively to an outdoors-canoeing-wildlife audience nationwide.She decided she was willing to spend the money for a number of review copies, so we found addresses for the appropriate publications. She decided she wanted to try to schedule author appearances on radio and TV talk shows throughout the state, so we provided the addresses of those stations. We decided we didn't have all the reference books she needed so we obtained a list of newsletters published by outdoor organizations by ILL from the Minneapolis library. She made a trip to the largest library in our region to use their resources to get the addresses of booksellers which she needed. The book sold more than 12,000 copies and a very small publisher gained the confidence and reputation she needed to expand her business.

The action, the economic expansion, is in the very small business. The most innovative things are being done where the economic need is greatest, by people in rural areas and inner cities. I didn't realize until I recently

spent 10 days in an inner-city neighborhood that the spirit of entrepreneurship was alive and well there. (examples.) These are people who can not afford to buy information from private sources. They are dependent upon their public libraries to provide it and help them. Are we aware of this need? Are we supportive and encouraging? Do we remember to ask if the information is really what they wanted; to tell them if it is not helpful we will try again. Do we encourage them to be persistent enough to get the help they need? Are we fighting for expansion of access to information so that we can serve them? Your attitude can make a difference in the economic vitality of your community.

LIBRARIES MEAN BUSINESS

Sarah Long, Director, Library Association of Portland
Multnomah County Library, Portland, Oregon

Let me set the scene.

It's Portland, Oregon in 1985.

It's a beautiful city in the majestic Pacific Northwest, fresh with new ideas.

A state-of-the-art rapid-transit system is under construction.

A brand new park called Pioneer Courthouse Square, with exhibits and programs and street musicians and flowers, has been built on valuable property in the heart of the downtown.

But Portland - the largest city in a state that has relied on the timber industry - is still in the grip of an economic recession. The daily newspaper announces that Georgia Pacific has moved its headquarters from Portland to Atlanta, and just last week, Evans Products, another stalwart Oregon company, has declared bankrupty.

A few blocks from Pioneer Courthouse Square in downtown Portland is Central Library, with its big, old, well-tended collection of over 700,000 volumes.

Lots of people use this library.

It has an excellent staff and a good reputation.

But like Portland, the library has known trouble because the economic recession has also meant cut-backs at this 123 year-old institution.

Enter stage right - the new library director - me.

Enter a new management team, a team that gathers around the conference table to assess the library's strengths and decide on a new positive direction.

The board of directors has recently hired a local public relations firm to assess the library's image and point out ways to make the library more visible in the comunity. The team is looking for something snappy, something to counteract the library's stodgy "thread bare and hairshirt" image.

Now is doesn't take a crystal ball to know that business in "IN" and we know we have a good (and very busy!) Science, Sociology, and Business department.

We also know that the department is staffed with knowledgeable librarians appreciated by the people they serve.

So, voila! It's business resources at your public library!

Using the very successful Toledo Ohio Public Library model we establish a Government Procurement Center. We used our MURL money that year (federal Major Urban Resource Library money distributed by state libraries to urban communities of 150,000 or more), to set up the center.

That year's allocation was about $ 24,000.

Now, what's a Procurement Center, I hear you asking. Sounds a bit risque!

It's an information resource center for businesses that wish to sell their products to the federal government.

We used our MURL money to purchase a set of federal, military, and industry standards and specifications, all on micro fiche.

We also purchased a micro fiche reader/printer to sit right beside this collection so that the standards could be readily copied and disseminated.

And finally we purchased support documentation on the procurement center process.

But we didn't leave it just at that.

Just like Toledo, we provided information on the procurement process through a series of workshops on how to sell to the government.

To do that, we looked around the community and got ourselves some partners.

Our first workshop, called "Selling to the Department of Defense" was co-sponsored by the Department of Defense. Fifty people came.

Severl months later we held our second workshop, "You Can Sell to the Government".

It was co-sponsored by the library, by SCORE (the Service Corporation of Retired Executives), and by the Small Business Administration. One hundred ten people attended.

That was the workshop where we had to turn people away. We repeated the workshop a few months later.

Our next venture was again with the Department of Defense, a workshop entitled "Contract Administration of the Department of Defense Contracts".

One hundred forty people attended.

It, too, had to be repeated a few weeks later, again with an over flow audience.

We have had a few problems with this project - most of them caused by its popularity.

The micro printer malfunctioned on the first day of operation, of course, and the library had to provide micro print services by using machines located on another floor.

The second workshop, one that required tables for participants, was over - booked.

We had to rent extra tables at the last minute and the auditorium was terribly crowded.

Since then, we have restricted attendance by requiring pre - registration, something we learned by doing.

Unanticipated costs such as rental of the additional tables surprised us. After the second workshop we got our co - sponsors to help pay for these.

We thought the procurement center would be popular. It worked well for Toledo, but its popularity has really amazed us.

We regularly get calls for information and requests for micro prints of standards from all over the Pacific Northwest.

In fact, the volume of work has given us some problems particularly while the science and business staff was becoming familiar with the indexes.

But the response has been tremendous.

When we asked center users to fill out an evaluation questionnaire, we found that Portland area businesses have submitted more than $39 million worth of successful bids since the center opened about two years ago.

And working with agencies like SCORE has not only helped the library publicize the Procurement Center but has helped us establish invaluable contacts with members of the business community.

That, of course, helps promote other library services and programs.

With the procurement center project well on its way, Polly Westover, our ace science and business librarian, met with representatives of Oregon's construction associations.

That's the Associated General Contractors, the American Institute of Architects, Consulting Engineers Council of Oregon and the Construction Specifications Industry.

Seems they were interested in creating a construction library in Oregon and wanted information from the library about requirements for set up.

They also wondered if we might be interested in participating as host library.

They wanted a centralized library to house construction industry information such as standards and specifications, codes, engineering and construction manuals and so forth.

They wanted a trained staff to maintain the collection and to assist users.

They wanted catalog access to the collection to be available at the association offices and elsewhere as well as at the host library.

And they wanted a refferal system to other pertinent resources throughout the local area and the state.

Now this group wasn't only interested in what we could do for them.

They also had some ideas of what they could do for us. They could contribute:

> library materials, including standards and specifications, all regularly updated.
>
> free workshops for construction industry workers and the general public on how to use the available information.
>
> publicity via association newsletters and referrals.

So we put together a joint proposal.

We discussed it with the library board.

We did additional research, especially about staffing costs for set up and maintenance.

We talked to Jim Scheppke, who manages the MURLS money, from the Oregon State Library to see if this was a suitable project for another Murl allocation.

Everyone agreed it was a great idea. And that's what we did. We used our 1987 MURL money, some $28,000, to fund the start up costs for this project.

These included furniture and equipment, especially the microcomputer which is used to generate a computer catalog of Construction Library holdings.

It also included funding to hire staff to catalog the large numbers of materials to be added.

To date, we've received approximately $30,000 worth of current materials from the various construction asociations. Recently one of these groups, the Association of General Contractors, ran an ad in Portland Business Today promoting the Construction Library. As for out computer catalog, we installed Paradox and used it to build a file structure. The first catalog which was available when the library opended had approximately 200 entries. Every asociation contributing items which were in the catalog got a free copy. We also made the catalog available for approximately $50.00. The new addition of the catalog, which will be coming out shortly, will have approximately 700 entries. I'm not sure that is will be available for sale because it will be so mammoth.

As with the Procurement Center, we've held special workshops to promote the collection. The first series of five included "Ad Mixtures for Concrete" and "City of Portland Development Manual". Attendance for these two totalled 39.

We are evaluating the use of this collection the same way that we evaluated the procurement center use - business cards in a slotted box, forms to be filed out by happy users, etc. But the use of this collection doesn't translate as readily as use of the Procurement Center. For example, a student wanted to know about concrete construction. A patron wanted the stress factors for a type of steel. Another patron wanted the stress factors for a joist. This information was located in Kidder and Parker Architects and Builders Handbook. Another patron who wanted to know the minimum space allowed for parking spaces in a parking lot, and also the aisle dimensions, found the answer in Architectural Graphic Standards. A patron who wanted to know the cost of operating a particular truck found the answer in Contractors Equipment Costs Guide which had been donated by the Associated General Contractors. But our favorite example was the patron who wanted to prove that his newly installed Oregon Coast trailer Roof had been poorly constructed since it consisted of an aluminum roof fastened with galvanized nails. The patron insisted that these two materials could not be used together properly. He found his answer in Hot Dip Galvanizing, a donation of the American Hot Dip Galvanizers Association.

It's hard to evaluate the economic value of this kind of information. But we know that the collection is circulating. We did a study of 150 items in the collection that circulate (most of the collection is reference) and found that they circulated 826 times in a 10-month period (October 1987 - July 1988). That's an average 5.5 circulations per item.

Our third venture in promoting business resources to our community also started as a grant.

Libraries in the Pacific Northwest are fortunate to have a large

trust, the Fred Meyer Charitable Trust, which allocates considerable resources for library projects.

It was June 1986 when our management team was once again sitting around the table brain storming ideas, trying to look into the soul of the Fred Meyer Charitable Trust to see what they would "buy".

The hot local news that day had been the decision by Delta Airlines to institute a direct flight form Portland to Tokyo.

The mayor of a nearby town had just told me about her consulting business that counsels business people who want to sell their products to the Orient.

She had been talking about how different customs create different manners.

She said how important it is for business people to know the etiquette of a country in which they hope to do business.

The Fred Meyer Charitable Trust wanted cooperative grants shared among Pacific Northwest libraries - public libraries, special libraries, and academic libraries.

Since Portland has an inferiority complex when it comes to Seattle, it was natural that we should think, "Well, whatever we do we'll have to get Seattle involved."

Somehow from all of this an idea was born. We would propose a Pacific Rim Library that would emphasize cooperative collection development in purchasing materials related to foreign trade between the United States and Pacific Rim countries and as the idea developed, the Seattle Public Library became the lead library.

These are just three sample ideas of how you can promote business services to the community. Start up costs in each case were funded through outside money. Continuing costs are manageable and have been assumed by the library. Staffing is the most important element; it's no good having the materials if your staff doesn't have the training, the experience, and the time to work with library patrons.

With staffing costs running between 55-80 % of total library costs, this is perhaps the most important budget item to assess when you consider promoting business services.

Do libraries have a role to play in economic development? You bet! So determine your market, assess your strengths, and keep statistics about your success. Then don't be modest - shout it to the skies!

A BIBLIOGRAPHY OF READINGS AND RESOURCES FOR PUBLIC LIBRARIANS INTERESTED IN ECONOMIC DEVELOPMENT IN LOCAL COMMUNITIES

Margaret Anderson
Compiler

CREATED UNDER A GRANT FROM THE STATE LIBRARY OF KANSAS

BIBLIOGRAPHY

Baltimore County Public Library. "SMALL BUSINESS MATTERS."

Program disseminates materials and provides information and referrals on how to start a new business. Mails out quarterly newsletter on business information to local businesses. Works with U.S. Small Business Assoc. to receive bulk quantities of their publications for free distribution. Provides bibliographies in small business information.

Contact: Kathleen S. Reif
Assistant, Information and Programming
Baltimore County Public Library
320 York Road
Towson, MD 21204 (301) 296-8500

Bringing in Business. Promotion Guide for Libraries and Librarians.

American Library Association. Promotion guide for establishing library/business community relationship. Includes ideas, resources, graphics and bibliography of libraries currently involved in business partnerships.

Contact: ALA Graphics
Public Information Office
50 E. Huron Street
Chicago, IL 60611 $4.00 prepaid

The Carnegie Library of Pittsburgh. "NeighborLINE."

A public access micro-computer service for providing neighborhood leaders with technical assistance for economic development, physical renovation, community service and community based organization management. The project was recently funded through an LSCA grant and is currently being implemented by The Carnegie of Pittsburgh.

Contact: James Welbourne
Director of Branch and Ext. Services
The Carnegie Library of Pittsburgh
4400 Forbes Ave.
Pittsburgh, PA 15213-4080 (412) 622-3162

Charles, S.A. "Marketing in a Public Library-A Model" In Marketing for Libraries and Information Agencies, Norwood, New Jersey: Ablex Publishing Company, 1984.

A model is provided for marketing to a variety of library clientele, including the business sector of the community. The model is presented as on ongoing planning process for marketing library services.

Chen, Ching-Cheh and Hernon, Peter. Information Seeking. New York, N.Y.: Neal Schuman, 1982.

A descriptive analysis of New England residents' information seeking behavior. Addresses work related environments and provides guidelines and new directions in the future planning of library and information programs and services. Encourages librarians to take active steps toward reassessing the role of the library in relation to the community and the system of information provision.

Christenson, John. "The Information Exchange: Economic Development Tools for Libraries." RURAL LIBRARY SERVICE NEWSLETTER Vol. 8, #2 (1988).

A bibliography of periodicals, books, pamphlets, publishers, and information agencies that support the economic development of small communities and rural areas.

Contact: John M. Houlahan
The RURAL LIBRARY SERVICE NEWSLETTER
Northwest Regional Library System
6th & Jackson Sts.
Sioux City, IA 51105

Community Information Exchange. Library Services Department.
1120 G Street NW, Washington, DC 20005 (202) 628-2981. The Community Information Exchange is a national nonprofit information service for those working in community planning and economic development. Four databases of community development resources are available: bibliographic, model projects, funding sources and the experts. The CIE is currently working with the Carnegie of Pittsburgh in their Neighbor/LINE project.

Drucker, Peter F. "The Discipline of Innovation." Harvard Business Review (May/June 1985) 67-72. An adaptation of chapters 2-11 from his book, Innovation and Entrepreneurship. Practice and Principles. Drucker pinpoints the four sources of innovation opportunities as they exist within a company, industry or institution. These are important concepts as librarians seek new ways to service their communities, especially their business communities.

Drucker, Peter F. Innovation and Entrepreneurship. Practice and Principles New York: Harper & Row, 1985. Drucker discusses the sources of innovation, the practice of entrepreneurship within the institution and entrepreneurial strategies in bringing an innovation successfully to market.

Durrance, Joan C. and Preston, Doris. "Common Public Policy Issues Faced by the Nation's Communities: Forging a Viable Public Library Response." The Reference Librarian 20 (1987) 105-119.
This article draws on several studies for data on user needs and library activity in the area of public policy decision making and access to public policy information. It suggests approaches which can be used by public libraries to provide access to valuable resources for community leaders.

Hafner, Arthur W. "Public Libraries and Society in the Information Age." The Reference Librarian 18 (1987) 107-118.
The public library is discussed as a public agency, emphasizing its role in a democratic system, specifically as it relates to community development in the information age. Half Hollow Hills Community Library. Business Survey Developed and distributed a survey to determine the information needs of the business community. Available upon request.
Contact: Gerald Nichols, Director
Half Hollow Hills Community Library
55 Vanderbilt Parkway
Dix Hills, New York 11746 (516) 421-4530

Jenkins, R.J. and Lowe, B.A. "Reaching the End User." In International Online Information New Jersey, Learned Information, 1985.

The authors discuss the problems of launching an online information brokerage service on a commercial basis. While this was not a library service, all the steps and problems associated with marketing the service are discussed in detail and provide an excellent guide for anyone considering offering online services or access to online services to the business community.

Kansas Communities: Changes, Challenges, Choices. Division of Continuing Education, University of Kansas. Lawrence, Kansas 66045. 1986

An overview of the economy, energy resources, transportation, communication, education, health care, and quality of life in rural Kansas. This material was prepared as a background for a conference on the status of Kansas rural communities and is a compilation of ideas, suggestions and possible choices for the state that were generated from that conference.

Kaungamno, E.E. "Libraries As A Means to Economic Transformation in Africa." Occasional Paper #12, Sept. 1978. ED 220 080 11p. ERIC document

In the developing nations of Africa, libraries are playing key roles in economic development and are viewed as essential agents in the dissemination and transfer of vital scientific and technical information. This paper provides a model for libraries as agents of economic development that is also applicable in many areas for North American libraries.

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The recommendations of the seminars on Public Library Development in Africa. Expands on the key statements from the UNESCO Manifesto as it relates to the role of libraries in educational, economic and social development. By analogy, important issues of library services as they relate to economic development are presented.

Kim, Choong Han and Little, Robert David. Public Library Users and Uses. Metuchen, NJ: Scarecrow Press, 1987.

This is a recent study of library users as a means of measuring effective library performance. The data was collected from over 7,600 respondents in seven public libraries. Of special interest is the introductory discussing population profiles and chapter 10 which describes and discusses the managerial clientele group.

McGinn, Howard. "Information Networking and Economic Development." Wilson Library Bulletin 62 (November, 1987) 28-32.

A report on the North Carolina Information Network that provides administrative support for a participation with other state and civic agencies involved in developing and promoting business and economic development in North Carolina. Libraries were placed in the front lines of local and statewide business and economic development activities. Describes the structure, development, support and challenges to the library community.

Pasadena Public Library. "Going into Business in Pasadena"

Pamphlet outlining the process involved in opening a small business in Pasadena and the reference sources necessary to complete that process. Also provides bibliography of business and information research services available for established businesses, independent investors and new entrepreneurs.

Contact: Sally Martin
Pasadena Public Library
285 E. Walnut Street
Pasadena, CA 91101 (818) 405-4052

Parlin-Ingersoll Library. Economic development brochure published with the area Chamber of Commerce and Economic Development Council. Also co-sponsors activities and seminars.

Contact: Randall Wilson, Director
Parlin-Ingersoll Library
205 West Chestnut Street
Canton, IL 61520 (309) 647-0064

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